

GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

SCHEDULE 541 – ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)



TXC Texas Creative, Ltd. dba Texas Creative
334 North Park Drive • San Antonio, TX 78216
P. 210-828-8003 • F. 210-828-8079

Contract Number: GS-07F-466AA
Contract period: September 1, 2010 through August 31, 2020
Pricelist Version: PO-0006 dated September 1, 2015
DUNS: 187177902
NAICS: 541613
WEB: www.TexasCreative.com
Business size: Small

SIN	Description
541-5/RC	Integrated Marketing Services
541-1000/RC	Other Direct Costs (ODCs); Expenses Other than Direct Labor Hours

Contact for Contract Administration:

Jamie Allen, COO, jamie@texascreative.com

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov



An Idea State of Mind™

Texas Creative is a full-service advertising and communications firm providing clients one-source solutions.

Our roots are in design: Brian Eickhoff established Texas Creative on a foundation of brands, drawing corporate identity for some of Texas' leading businesses. As our clients grew, Texas Creative grew, adding services, deploying new technologies, achieving success.

Today, Texas Creative provides strategic planning, customized campaigns and award-winning creative. Over 25 talented designers, developers, account service professionals, copywriters, event managers and support staff comprise one of the largest, most successful full-service agencies in the area. We're leaders, breaking new ground, building strong brands.

We've reached this position by listening to our clients, learning new technologies and relentlessly challenging ourselves to improve and grow.

With three decades of achievement behind us, we have bright horizons ahead. We are driven by results.

We make it work, big time.

Texas Creative

GSA Capabilities Statement

Founded in 1985, Texas Creative (TXC) is an award-winning full-service advertising and communications firm. TXC is recognized for creative, innovative solutions that meet or exceed the requirements of our valued clients. We specialize in comprehensive communications campaigns, graphic design services, marketing and public outreach. TXC also excels in high-impact web design and development, web-based marketing campaigns and web applications for mobile devices and social media management.

TXC has successfully satisfied hundreds of local, national and international clients on thousands of projects with innovative ideas, original design and quality production. Our firm provides one-source solutions and creates, develops and implements all of its communications in-house.

- Advertising
- Graphic design services
 - Logo design
 - Print collateral development
 - Brochures, newsletters, posters, banners, press kits, etc.
 - Tradeshow booth graphics
 - Print, billboard and web advertisements
 - Signage
- Interactive
 - Website design and development
 - Web applications for mobile devices
 - Social media management
 - Email campaigns
 - Facebook design, management and monitoring
- Marketing, messaging and branding
- Marketing and market research
- Multicultural campaigns
- Public awareness and outreach campaigns

NAICS Codes

- 541810 - Advertising Agencies

Product Service Codes (PSC)

- 9905 – Signs, Advertising, Displays, and Identification Plates
- 9999 – Miscellaneous Items
- R426 – Support – Professional Communications
- R701 – Support – Management: Advertising
- R708 – Support – Management: Public Relations

- R799 – Support – Management: Other
- T001 – Photo/Map/Print/Publication - Arts/Graphics
- T006 – Photo/Map/Print/Publication – Film/Video Tape Production

Clients Served



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1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs):

SIN	Description
541-5/RC	Integrated Marketing Solutions
541-1000/RC	Other Direct Costs (ODC's)

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

SIN	Model	Price
541-5/RC	Account Coordinator	\$42.67
541-1000/RC	Printing	\$20.00

1c. HOURLY RATES: (Services Only):

SIN	Labor Category Title	Rate
541-5/RC	Account Coordinator**	\$42.67
541-5/RC	Account Executive	\$65.97
541-5/RC	Account Executive Assistant**	\$45.69
541-5/RC	Account Executive, Senior	\$84.19
541-5/RC	Administrative Assistant, Senior**	\$48.25
541-5/RC	Clerical Support	\$45.17
541-5/RC	Content Coordinator	\$54.51
541-5/RC	Content Specialist	\$67.87
541-5/RC	Copywriter	\$60.83
541-5/RC	Copywriter, Senior	\$85.22
541-5/RC	Creative Director	\$142.50
541-5/RC	Creative Director, Senior	\$171.46
541-5/RC	Director of Technology	\$112.75
541-5/RC	Graphic Web Designer**	\$45.69
541-5/RC	Graphic Web Designer, Senior	\$98.56
541-5/RC	Media Buyer	\$67.76
541-5/RC	Project Director	\$151.15
541-5/RC	QC Specialist	\$57.50
541-5/RC	Social Media Manager	\$76.18
541-5/RC	Traffic Manager	\$42.75
541-5/RC	Web Developer	\$67.76
541-5/RC	Web Developer, Senior	\$121.92
541-5/RC	Word Processor**	\$48.25

****Indicates GSA Eligible Positions**

SCA Matrix

SCA Eligible Contract Labor Category	SCA Equivalent Code- Title	WD Number
Account Coordinator	01013 - Accounting Clerk III	2005-2521
Account Executive Assistant	01020 - Administrative Assistant	2005-2521
Administrative Assistant, Senior	01113 - General Clerk III	2005-2521
Graphic Web Designer	15080 - Graphic Artist	2005-2521
Word Processor	01613 - Word Processor III	2005-2521

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA Matrix. The prices awarded are in line with geographic scope of the contract (i.e. nationwide).

Account Coordinator

Provides support to the team needed to complete projects on schedule and budget. Assists in preparing client presentations, assembling materials, and provides research and logistic support for projects as requested.

Education: Bachelor's degree

Experience: 1 year experience

Account Executive

Oversees all aspects of the account including client contact, communication with creative team, timelines, production and accounting. Researches, and has excellent writing and oral presentation skills.

Education: Bachelor's degree

Experience: 5 years' experience

Account Executive Assistant

Provides support to the account executive team. Provides basic media and creative development support, conducts research, prepares reports and has excellent writing and oral presentation skills.

Education: Bachelor's degree

Experience: 1 year experience

Account Executive, Senior

Works independently and with the other team members to conceptualize and strategize the best method to achieve the client's goals within their timeframe, budget and time constraints.

Education: Bachelor's degree

Experience: 7 years' experience

Administrative Assistant, Senior

Provides senior administrative assistance to management team. Provides daily operation updates to management team. Responsibilities include project oversight assistance and support for senior management.

Education: High School diploma

Experience: 2 years' experience

Clerical Support

Provides support to the team needed to complete projects on schedule and budget. Assists in preparing client presentations, assembling materials, and provides research and logistic support for projects as requested.

Education: High School diploma

Experience: 3 years' experience

Content Coordinator

Supports client projects through strong knowledge of computer equipment, software, and operating systems; ability to use many different computer programs. Conducts testing, and provides assistance with technical aspects of client projects.

Education: High School diploma

Experience: 3 years' experience

Content Specialist

The Content Specialist manages, populates and edits content for defense.gov and serves as a Deputy to the Content Manager. The Content Specialist uses excellent writing skills, a background and/or education in journalism, experience writing for the Web or publications under tight deadlines, gathering content from multiple sources and working with content management systems.

Education: Bachelor's degree

Experience: 2 years' experience

Copywriter

Responsible for writing, proofing and editing copy for all media forms to meet client objectives; reports to the Copywriter, Senior and/or Creative Director.

Education: Bachelor's degree

Experience: 2 years' experience

Copywriter, Senior

Creates copy for internal and external communications. Writes copy for a variety of media. Supervises the work of the copywriter.

Education: Bachelor's degree

Experience: 10 years' experience

Creative Director

Provides conceptual creative design and development for marketing, advertising, Web, public outreach campaigns and other graphic design projects. Is responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and message. Oversees the production implementation of the campaigns.

Education: Bachelor's degree

Experience: 3 years' experience

Creative Director, Senior

Provides conceptual creative design and development for marketing, advertising, Web, public outreach campaigns and other graphic design projects. Is responsible for the creative concept, overall look and feel of the campaign, design elements, consistency of style and message. Oversees the production implementation of the campaigns.

In addition, serves as a marketing and design consultant for originating concepts and initial designs. Communicates design approaches to clients and collaborates with the Art Director and Developers to integrate all efforts and client feedback into an effective and cohesive marketing communications solution.

Education: Bachelor's degree

Experience: 5 years' experience

Director of Technology

Uses leading edge tools and object-oriented design and programming in the creation of information technology (IT) systems. Serves as task leader on projects and performs requirement analysis and system evaluations. Leads and monitors progress of programmers with less experience. Prepares status reports and communicates issues relating to programming functions to project management.

Education: Bachelor's degree

Experience: 6 years' experience

Graphic Web Designer

Designs and creates graphic and artistic materials for projects using the latest graphic design software programs. Knows how to design to specific standards and coordinate with GPO printers.

Education: Bachelor's degree

Experience: 3 years' experience

Graphic Designer, Senior

Supervises implementation of conceptual development; Provides input and direction for new design and oversees progress of design and production staff. Maintains quality control, and interfaces with printers, producers, and webmasters/publishers to review final products.

Education: Bachelor's degree

Experience: 5 years' experience

Media Buyer

Responsibilities include the negotiation of all broadcast, cable, radio, print and outdoor media in a way that optimizes use of budgeted funds and long-term contracts within the parameters of approved plans. The buyer is also responsible for overseeing media agreements and contracts with outside vendors. The Buyers report all material requirements and deadlines for commercial tapes and print ad specifications to the traffic department. In addition, Buyers monitor all print and outdoor placements for quality and positioning, verify all broadcast and cable schedules for audience delivery, and report all schedule make-goods and upgrades to accounting.

Education: Bachelor's degree

Experience: 2 years' experience

Project Director

The Project Director consults with the senior management team to coordinate the activities of a project team in an effort to deliver the highest quality results to clients. Will advise clients on the overall management of the project. The Project Director is accountable for ensuring the successful implementation of all clients' events

Education: Bachelor's degree

Experience: 3 years' experience

QC Specialist

Provides overall quality control to all of S&C products and services produced before they are delivered to the client. Provides support to the S&C team in implementing client related projects.

Education: Associates Degree

Experience: 1 years' experience in the communications arena.

Social Media Manager

Contributes and manages social media and public affairs specialists that populate, interact and engage content viewers on an array of social media avenues. They are responsible for developing and executing social media and mobile strategies and all activities that directly support public relations and marketing goals.

Education: Bachelor's degree

Experience: 5 years' experience

Traffic Manager

The Traffic Manager is responsible for communicating all commercial/ad material requirements to the responsible creative/production team with enough lead time to ensure delivery for on-time schedule launches, to include furnishing shipping addresses, contracts and deadlines to the production team. When applicable, the Traffic Manager oversees the actual shipment of materials and traffic instructions from SMG to media vendors and maintains signed copies from them indicating receipt and approval.

Education: Bachelor's

Experience: 2 years' experience

Web Developer

Oversees multi-faceted, Internet media-based communications program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing full range of integrated Internet and communications services.

Education: Bachelor's

Experience: 3 years' experience

Web Developer, Senior

Oversees multi-faceted, Internet media-based communications program area. Heads development of integral product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing full range of integrated Internet and communications services.

The Web Developer, Senior defines, designs, prototypes, and implements components and features that meet customer expectations. Mentors and validates the work of basic Web Developer.

Education: Bachelor's

Experience: 5 years' experience

Word Processor

Supports management and staff in various aspects of the tasks involved in implementing a successful contract. Prepares correspondence and word processes information related to clients projects.

Education: High School diploma

Experience: 2 years' experience

2. MAXIMUM ORDER*:

SIN	Amount
541-5/RC	\$1,000,000
541-1000/RC	\$1,000,000

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER:

\$100.00

4. GEOGRAPHIC COVERAGE:

Domestic, 50 States, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. POINT(S) OF PRODUCTION:

San Antonio, Texas 78219, USA

6. DISCOUNT FROM LIST PRICES:

Prices are listed as GSA Net, Discount Deducted and IFF included.

7. QUANTITY DISCOUNT(S):

+ .5% > \$250,000 and +1% > \$500,000

8. PROMPT PAYMENT TERMS:

Net 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9A. GOVERNMENT PURCHASE CARDS MUST BE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD.

Yes. Government Purchase Cards are accepted at or below the micro-purchase threshold.

9B. GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD.

Yes. Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS:

N/A

11a. TIME OF DELIVERY:

To Be Negotiated at time of Task Order

11b. EXPEDITED DELIVERY:

Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. OVERNIGHT AND 2-DAY DELIVERY:

Overnight and 2-day are available. Contact the contractor for rates.

11d. URGENT REQUIREMENTS:

Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT:

Destination

13a. ORDERING ADDRESS:

Texas Creative
334 North Park Drive
San Antonio, TX 78216

13b. ORDERING PROCEDURES:

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3

14. PAYMENT ADDRESS:

Texas Creative
334 North Park Drive
San Antonio, TX 78216

15. WARRANTY PROVISION:

Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES:

N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:

N/A

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):

N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):

N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):

N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):

N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):

N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):

N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE):

N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES

(e.g. recycled content, energy efficiency, and/or reduced pollutants):
N/A

24b. SECTION 508 COMPLIANCE FOR EIT:

The EIT Standards can be found at: www.section508.gov/

Information can be found at: www.TexasCreative.com

25. DUNS NUMBER:

187177902

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:

Contractor has an Active Registration in the SAM database.

ATTACHMENT 1

SIN 541-1000

SIN	Support Products (ODC)	GSA Net (Max) Price / Unit of Issue
541-1000/RC	Stock Photography	\$1500.00 / Each
541-1000/RC	Shipping / Delivery Fees	\$750.00 / Weight & Delivery Area
541-1000/RC	Technical Copyrighting	\$110.00 / Hour
541-1000/RC	Translation	\$110.00 / Hour
541-1000/RC	Materials	\$250.00 / Hour
541-1000/RC	Printing	\$20.00 / Each